

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WAPT JACKSON, MS	Date: 10/18/16
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I, National Media Research, Planning & Placement

do hereby request station time concerning the following issue:

Empower Mississippi

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

This broadcast time will be used by: Empower Mississippi

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
☐ Yes ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

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I represent that the payment for the above described broadcast time has been furnished by (name and address):

--

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

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For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

Empower Mississippi
P.O. Box 4028
Madison, MS 39130

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

President: Grant Callen
DIR COMMUNICATIONS - BRETT KITTREDGE
OFFICE ADMIN - GINA METZGER

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)


Date

Signature

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

 Jeff Wolfe BSM

Signature Printed Name Title

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25332337	Changes as of: 10/17/2016 at 3:35 PM	Version: Original Order
CPE: 538/998/8346	Flight: 10/19/16 - 10/25/16	Total \$: \$2,800.00
Agency: NATIONAL MEDIA RESEARCH PLANNING	Advertiser: Empower Mississippi	Station: WAPT
815 SLATERS LANE	Product: Empower Mississippi	Market: Jackson, MS
ALEXANDRIA, VA 22314	Agency Order #: 5486315	Office: PHILADELPHIA
	Buyer: MediaAssistant, NMRPP	Primary Demo: Women 25-54
Salesperson: SHEPARD RITZEN 215-567-7950	Con Type: POLITICAL/NOTE	Total CPP: \$33.94
Comments: Separation: 30	Assistant: SHEPARD RITZEN 215-567-7950	Traffic #: 1536739
	Separation:	Total GRP: 82.5

#	Day/Time	DP	Program	Rate	W255 4 Rating	Len	10/19 - 10/25							Total Spots	Total \$	CPP	GRP
							10/19	10/20	10/21	10/22	10/23	10/24	10/25				
1	W-F,M-Tu 9a-10a		KELLY&MICHAEL	\$45.00	2.4	30	1	1	1	0	0	1	1	5	\$225.00	\$18.75	12.0
2	W-F,M-Tu 2p-3p		STEVE HARVEY	\$90.00	3.0	30	1	1	1	0	0	1	1	5	\$450.00	\$30.00	15.0
3	W-F,M-Tu 3p-4p		ELLEN	\$90.00	2.7	30	1	1	1	0	0	1	1	5	\$450.00	\$33.33	13.5
4	W-F,M-Tu 10a-11a		VIEW-ABC	\$125.00	2.7	30	1	1	1	0	0	1	1	5	\$625.00	\$46.30	13.5
5	W-F,M-Tu 12n-1p		CHEW-ABC	\$60.00	1.1	30	1	1	1	0	0	1	1	5	\$300.00	\$54.55	5.5
6	W-F,M-Tu 1p-2p		GENRL HOSPITAL	\$60.00	1.0	30	1	1	1	0	0	1	1	5	\$300.00	\$60.00	5.0
7	W-F,M-Tu 4p-5p		JUDGE JUDY/JUDGE JUDY B	\$90.00	3.6	30	1	1	1	0	0	1	1	5	\$450.00	\$25.00	18.0
TOTALS:							7	7	7	0	0	7	7	35	\$2,800.00	\$33.94	82.5



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TELEVISION
GROUP

125 West 55th St
New York, NY 10019

Contract # 25332337

Changes as of: 10/17/2016 at 3:35 PM

Version: Original Order

CPE: 538/998/8346

Flight: 10/19/16 - 10/25/16

Station: WAPT

Total \$: \$2,800.00

Agency: NATIONAL MEDIA RESEARCH

Advertiser: Empower Mississippi

Market: Jackson, MS

Total Spots: 35

PLANNING

815 SLATERS LANE

Product: Empower Mississippi

Office: PHILADELPHIA

Total CPE: \$33.94

ALEXANDRIA, VA 22314

Agency Order #: 5486315

Primary Demo: Women 25-54

Total GRP: 82.5

Buyer: MediaAssistant, NMRPP

Con Type: POLITICAL/NOTE

Traffic #: 1536739

Salesperson: SHEPARD RITZEN 215-567-7950

Assistant: SHEPARD RITZEN 215-567-7950

Separation:

Special Instructions

Order Level Comments

Date/Time Added by Comment
10/17/16 3:36 PM SHEPARD RITZEN Separation: 30

Competitive Information	
Market Budget:	\$9,333
WAPT Share:	30%
Comment:	EST SHARE
Unknown:	70%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	35	\$2,800.00	\$33.94	82.5
Total	100%	35	\$2,800.00	\$33.94	82.5

Monthly Summary		
Month	Spots	Dollars
2016-Oct	35	\$2,800.00
Total	35	\$2,800.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot#	\$ Chg	Contract \$ Comment
Queued for Electronic Contracting	10/18/16 11:34 AM				\$0	\$0
New	10/17/16 3:35 PM	SHEPARD RITZEN	New	35	\$2,800.00	\$2,800.00

Non-Discrimination Policy
PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES, CONSISTENT WITH THIS ORDER. KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.